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Message Text

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PAGE 01 TAIPEI 04085 081655Z
ACTION EA-09

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E.O. 11652: N/A
TAGS: BEXP, TW
SUBJECT: VSMF QUARTERLY EVALUATIONS

REF: A) USDOC 12202 B) TAIPEI 5520, AUG. '76

PASS: BIC/OED/DONAHOE

1. DURING SECOND QUARTER 1977 (62 WORKDAYS), A TOTAL OF 224 PERSONS USED VSMF FOR AN AVERAGE OF 3.61 USERS PER DAY. A TOTAL OF 939 PRINTS WERE MADE DURING THIS PERIOD FOR AN AVERAGE OF 15.06 PRINTS PER DAY. PRODUCT CATAGORIES SEARCHED WERE VALVES (INCLUDE GAUGE, IRON GATE, CHECK, BUTTERFLY VALVES), GENERATOR SETS, LATHES, PRESSES, CHAINS, COVERYING SYSTEMS, TRASH COMPACTORS/CRUSHERS, TENSION TESTERS, SMOKE SENSORS, FIREFIGHTING EQUIPMENT, ZINC, INDUSTRIAL RELAYS, COATINGS, VACUUM INSTANT EVAPORATORS, POLYESTER FILMS, ALUMINUM METALIZED CAPACITOR PAPERS, SEMICONDUCTORS, FLEXIBLE HOSE, CORRISION PROOF JOINTING COMPOUNDS, SHELF DEPOSITS, ELECTRONIC SOLDERING MACHINERY, CRANES, HOISTS, SCRAPERS, AUTO COLLIMATORS, VIBRATION ANALYZERS, BALANCING MACHINERY, AND PNEUMATIC DIAPHRAGM ACTUATORS.

2. VSMF PLAYED AN IMPORTANT ROLE IN POST'S TRADE
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PROMOTION EFFORTS. POST MOVED VSMF TO TC'S OFF-SITE EXHIBITION MACH TECH 77 (MAY 17 THRU 20). A SIGN IN BOTH CHINESE AND ENGLISH EXPLAINING THE USE AND FUNCTIONS OF THE SYSTEM WAS PLACED BESIDE THE SYSTEM. MANY VISITORS INQUIRED ABOUT VSMF AND UNDER THE GUIDANCE OF POST'S COMMERCIAL LIBRARIAN, 95 VISITORS LEARNED HOW TO USE IT. THE UPDATED CATALOGS OF MORE THAN 70 PERCENT OF THE MACH TECH 77

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EXHIBITORS WERE ALREADY INCLUDED IN THE VSMF, AND MOST OF THESE EXHIBITORS ADVISED THEIR POTENTIAL CQTTOMERS TO COME TMUSTC TO USE THE VSMF WHENEVER THEY NEED THE INFORMATION. POST HAS ADVISED THOSE EXHIBITORS WHOSE CATALOGS ARE NOT INCLUDED IN THE VSMF TO SEND CATALOGS WITH THE COMPLETED ACTION REQUEST FORMS TO IHS. POST DECIDED NOT TO MOVE THE VSMF TO TAICHUNG FOR PROMOTION IN THE LOW-COST AUTOMATION SHOW SPONSORED BY THE ROC INDUSTRIAL DEVELOPMENT BUREAU IN JUNE AS PREVIOUSLY SCHEDULED, BECAUSE THE TIME OF THE SHOW OVERLAPPED WITH TC'S FLUID POWER EQUIPMENT SEMINAR (JUNE 27 THRU 30). DURING THIS SEMINAR, 6 ATTENDEES USED VSMF TO LOCATE MORE SUPPLIERS OR PRODUCTS. FURTHERMORE, ON MAY 3 IHS GAVE A SEMINAR ON THE VSMF'S FUNCTIONS TO 16 CHINESE MILITARY PERSONNEL.

3. THE FOLLOWING ARE THREE EXAMPLES OF SPECIFIC EXPORT SALES ATTRIBUTED TO USE OF VSMF: A LOCAL COMPANY, THE BANIN ENTERPRISES CO., LTD., IN PAST 6 MONTHS, PURCHASED (1) POWER SUPPLY SYSTEMS VALUED OVER US$10,000 FROM MAZWELL LABORATORIES, INC., (2) INSTRUMENTS AND COMPONENTS FOR OPTICAL RESEARCH VALUED AT US$5,000 FROM ORIEL CORP. OF AMERICA; AND (3) CONDENSERS AND COMPONENTS VALUED AT US$2,500 FROM HIGH VOKSAGE ENGINEERING CORP.

4. POST RECOMMENDS THAT COMMERCE REPLACE THE PRESENT
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3M 500 READER-PRINTER WITH MODEL 3M 400 R-P BECAUSE OF CONTINUING PAPER PROBLEMS (SEE REFTEL B). DUE TO LACK OF THE SPEICAL PAPER REQUIRED BY THE 3M 500 R-P, 3M TAIWAN LOANED A 400 R-P WITHOUT CHARGE FOR TWO MONTHS. DURING THESE TWO MONTHS, POST FOUND THAT THE IMAGE AND PRINT-OUT OF 400 R-P WERE MUCH BETTER THAN THOSE MADE FROM 500 R-P. FURTHER, AS THE PAPER USED IN 400 R-P IS NOT AFFECTED BY TAIWAN'S HIGH TEMPERATURE AND HUMIDITY, IT DOES NOT HAVE THE LIMITED SHELF-LIFE OF THE 500 R-P PAPER. CONSEQUENTLY, 3M TAIWAN ALWAYS HAS THE 400 R-P PAPER IN STOCK. COMMERCE REQUESTED TO AUTHORIZE FUNDS SO THAT POST CAN PURCHASE MODEL 400 R-P, AND TO ADVISE POST ON DISPOSITION OF PRESENT MODEL 500 R-P.
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